

AGENCY STRATEGIC PLAN

FOR THE FISCAL YEARS

2003 - 2007



ARKANSAS BEEF COUNCIL

FUNCTIONAL AREA: ECONOMIC DEVELOPMENT

AGENCY STRATEGIC PLAN APPROVAL FORM

FOR THE FISCAL YEARS

2003 - 2007

Mark Troutz

Director

John “Jack” Thomas

Board Chair

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STRATEGIC PLAN

Agency Name	Arkansas Beef Council
Agency Mission Statement: To promote the growth and development of the beef cattle industry for the benefit of the people of Arkansas.	

AGENCY GOAL 1:

To administer a program of beef research, promotion and development on behalf of Arkansas' cattle industry.

STRATEGIC PLAN

Agency Name		Arkansas Beef Council
Program		Beef Council Operations
Program Authorization		ACA 2-35-301, et seq
Program Definition: Funds-Center Code: <u>675</u>		Enhance the beef cattle industry in Arkansas through the application of the authorized \$1 per head assessment to conduct research, promotion and market development programs.
AGENCY GOAL(S) #	1	
Anticipated Funding Sources for the Program:		Special Revenue

GOAL 1: (Sub-Funds Center Code: 675GOAL1)

To enhance the beef cattle industry through research, promotion and market development programs.

OBJECTIVE 1: (Sub-Funds Center Code: 675G1OBJ1)

Develop programming to facilitate creative and positive changes in the beef industry.

STRATEGY 1: (Sub-Funds Center Code: 675A)

Provide the most efficient application of agency resources to enhance market development.